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NIELSEN NATIONAL TV RATINGS REPORT 1ST NOVEMBER 1986 (October 27 - November 9)

NOTICE TO NTI CLIENTS

NTI persons audience estimates for the weeks of October 27-November 2 and November 3-November 9 (the two weeks of the First November report interval) are not available due to the disappearance of NAC diaries mailed from the Tampa, Florida, Post Office. Therefore, the 1st November Ratings Report contains only household data. Season-to-Date data in this and subsequent "pocketpieces" will exclude telecasts aired during the weeks of October 27 and November 3.

We regret the inconvenience this may cause you.

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR NOVEMBER, 1986

EVENING 7:00–11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25– 30 Min.	All 55– 60 Min.	7:00– 9:00 PM	9:00– 11:00 PM(2)	AN 7:00–11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	15.5	15.0	18.1	12.0		15.4	17.7	14.9	15.9	15.4	15.6	20.4	15.9
NO. OF PROGRAMS†	14	15	28	5	IFR	7	30	36	34	40	74	13	87

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 7:00AM–4:30PM					WEEKEND DAYTIME			
	Informational(1)									Sports			
	Once-a-Week	Multi-weekly	11:30PM– 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00– 10:00AM	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Chil- dren's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	8.9	11.7	3.9	6.0	4.6	4.3	4.0	6.5	5.4	4.6	10.4		9.5
NO. OF PROGRAMS†	5	3	12	13	9	6	14	10	24	28	8	IFR	10

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERNIGHTS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 9, 1986

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	WORLD SERIES GAME #7(S)	38.9	34,000	10	WORLD SERIES PRE GAME #7(S)	23.7	20,710
2	BILL COSBY SHOW	35.9	31,380	11	GROWING PAINS#	22.5	19,670
3	FAMILY TIES	34.3	29,980	12	MOONLIGHTING	22.4	19,580
4	CHEERS	28.1	24,560	13	DALLAS	21.1	18,440
5	MURDER, SHE WROTE	26.5	23,160	14	WHO'S THE BOSS?	21.0	18,350
5	WORLD SERIES POST GAME(S)	26.5	23,160	15	AMEN	20.7	18,090
7	GOLDEN GIRLS	26.2	22,900	16	NEWHART	20.1	17,570
8	NIGHT COURT	25.7	22,460	17	NBC SUNDAY NIGHT MOVIE	19.8	17,310
9	60 MINUTES	23.9	20,890	18	227	19.3	16,870

ABC NEWSBRIEF-SUN SUN. 9.52P 1 ABC N	187	187	91	91	A	13.8	21	1206	CBS SATURDAY MOVIE SAT. 9.00P 120 CBS FF	204	206	97	99	A	10.7	19	935
ABC SPORTS UPDATE-SAT SAT. 8.58P 1 ABC SN	187	189	91	90	A	4.9	8	428	CBS SUNDAY MOVIE 1 SUN. 9.00P 115 CBS FF 2 SUN. 9.12P 120	205	208	98	99	A	16.4	26	1433
ABC SPORTS UPDATE-SUN 1 SUN. 8.55P 1 ABC SN 2 SUN. 8.58P 1	194	194	92	92	A	11.3	16	988	CBS TUESDAY MOVIE 1 TUE. 9.00P 120 CBS FF	189		94		A	14.4	24	1259
ABC SUNDAY NIGHT MOVIE 1 SUN. 8.00P 169 ABC FF 2 SUN. 9.00P 120	210	210	99	99	A	15.9	24	1390	CHEERS THU. 9.00P 30 NBC CS	208	208	99	99	A	28.1	41	2456
ABC WORLD NEWS TONIGHT M-F 6.30P 30 ABC N	207	205	99	98	A	10.9	20	953	COLBYS THU. 9.00P 60 ABC GD	210	210	99	99	A	10.0	15	874
ABC WRLD NEWS TONIGHT-SUN SUN. 6.30P 30 ABC N	156	156	81	81	A	7.4	13	647	CRIME STORY TUE. 9.00P 60 NBC OP	200	183	96	92	A	12.1	18	1058
ALF 2 MON. 8.00P 30 NBC CS	207		99		A	15.6	23	1363	DALLAS FRI. 9.00P 60 CBS GD	208	208	99	99	A	21.1	34	1844
AMAZING STORIES 2 MON. 8.30P 30 NBC GD	205		99		A	13.7	20	1197	DECISION '86-ELECT-8.26P(S) 2 TUE. 8.26P 4 NBC N		192		91	A	16.4	24	1433
AMEN SAT. 9.30P 30 NBC CS	208	209	99	99	A	20.7	35	1809	DECISION '86-ELECT-9.26P(S) 2 TUE. 9.26P 4 NBC N		174		86	A	11.5	17	1005
AMERICAN PORTRAIT 1 TUE. 8.58P 1 CBS DO	197		93		A	11.7	18	1023	DECISION '86-ELECT-10.00P(S) 2 TUE. 10.00P 25 NBC N		163		73	A	8.1	13	708
BETTER DAYS 1 WED. 8.00P 30 CBS CS	202		96		A	8.5	14	743	DECISION '86-ELECT-10.30P(S) 2 TUE. 10.30P 30 NBC N		173		80	A	7.9	14	690
BILL COSBY SHOW THU. 8.00P 30 NBC CS	216	216	99	99	A	35.9	53	3138	DESIGNING WOMEN(S) MON. 9.30P 30 CBS CS	207	203	99	99	A	17.7	26	1547

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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST NOV. 1986 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
LATE FRINGE CONT'D														GOOD MORNING, AMERICA-830																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
SATURDAY NIGHT														M-F 8.30A 30 ABC N						206	206	99	99	A	4.6	20	402																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			</

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST NOV. 1986 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D																																									
TODAY SHOW-8.30AM						204	204	99	99	A	5.2	23	454	1 SAT. 3.22P 201 ABC SE																											
M-F 8.30A 30 NBC N														2 SAT. 3.17P 191							202	203	99	99	A	7.1	14	621													
\$25,000 PYRAMID						176	177	91	91	A	4.1	18	358	CFA COLLEGE FOOTBALL POST																											
M-F 10.00A 30 CBS QP														1 SAT. 6.43P 17 ABC SC																											
														2 SAT. 6.28P 32																											
WHEEL OF FORTUNE						208	208	98	98	A	6.1	27	533	FACE THE NATION							121	118	83	82	A	2.9	9	253													
M-F 11.00A 30 NBC QG														SUN. 10.30A 30 CBS CC																											
YOUNG AND THE RESTLESS						208	208	99	99	A	7.9	30	690	FLINTSTONE KIDS 1							205	205	99	99	A	4.9	20	428													
M-F 12.30P 60 CBS DD														SAT. 9.00A 30 ABC CA																											
•WEEKEND DAYTIME																																									
ABC WEEKEND SPECIALS						169	172	86	88	A	4.0	13	350	FLINTSTONE KIDS 2							205	205	99	99	A	5.3	19	463													
SAT. 12.00N 30 ABC FV														SAT. 9.30A 30 ABC CA							198	200	98	98	A	6.0	20	524													
ALL NEW EWOKS						196	197	93	93	A	4.3	14	376	FOOFUR																											
SAT. 11.30A 30 ABC CA														SAT. 11.00A 30 NBC CA																											
ALVIN AND THE CHIPMUNKS						201	205	99	99	A	6.8	23	594	GALAXY HIGH SCHOOL								195		96	A	4.9	16	428													
SAT. 10.30A 30 NBC CA														2 SAT. 11.00A 30 CBS CA																											
														GALAXY HIGH SCHOOL(B)							167		81	A	4.0	13	350														
AMERICAN BANDSTAND						127	131	62	64	A	2.2	7	192	1 SAT. 11.00A 30 CBS CA																											
SAT. 1.00P 30 ABC PC														GUMMI BEARS							202	202	99	99	A	4.9	22	428													
BERENSTAIN BEARS						171	195	81	96	A	3.2	18	280	SAT. 8.30A 30 NBC CA																											
SAT. 8.00A 30 CBS CA														IN THE NEWS-11.56AM								191		95	A	3.9	13	341													
BUGS BUNNY & TWEETY SHOW						202	202	96	96	A	5.0	17	437																												
SAT. 11.00A 30 ABC CA						93	123	61	76	A	1.7	4	149	2 SAT. 11.56A 3 CBS CN							150		77	A	2.4	8	210														
BUSINESS WORLD														IN THE NEWS-11.56AM(B)																											
1 SUN. 2.30P 30 ABC N														1 SAT. 11.56A 3 CBS CN								162		85	A	3.3	10	288													
2 SUN. 12.30P 30														IN THE NEWS-12.26PM																											
														2 SAT. 12.26P 3 CBS CN																											
CARE BEAR FAMILY						203	203	98	98	A	3.5	16	306	IT'S PUNKY BREWSTER							182	183	95	95	A	5.6	19	489													
SAT. 8.30A 30 ABC CA														SAT. 11.30A 30 NBC CA																											
CBS COLLEGE FOOTBALL PRE						184	200	96	98	A	4.4	14	385	KIDD VIDEO							118	133	65	74	A	2.5	8	219													
1 SAT. 12.00N 3 CBS SC														SAT. 12.30P 30 NBC CA																											
2 SAT. 2.30P 3														KISSYFUR							202	205	99	99	A	3.7	21	323													
CBS COLLEGE FOOTBALL GAME														SAT. 8.00A 30 NBC CA																											
1 SAT. 12.03P 216 CBS SE						208	207	99	99	A	7.6	22	664	LAZER TAG ACADEMY							147	161	74	86	A	4.2	14	367													
2 SAT. 2.33P 207														SAT. 12.00N 30 NBC CA																											
CBS NFL TODAY														LITTLES							137	142	72	74	A	3.2	10	280													
SUN. 12.30P 30 CBS SC						207	205	99	99	A	18.8	43	1643	SAT. 12.30P 30 ABC CA																											
CBS NFL FOOTBALL GAME 1														MEET THE PRESS							141	152	87	88	A	2.9	9	253													
1 SUN. 1.00P 208 CBS SE														1 SUN. 12.06P 24 NBC CC																											
2 SUN. 1.00P 186														2 SUN. 12.00N 30																											
CBS NFL FOOTBALL GAME 2							199		90	A	11.8	24	1031	MUPPET BABIES							205	207	98	99	A	4.8	19	420													
2 SUN. 4.16P 176 CBS SE														SAT. 9.00A 60 CBS CA																											
CBS NFL FOOTBALL POST						164		88		A	8.6	18	752	NBA ON CBS							199		98		A	5.4	14	472													
1 SUN. 4.25P 15 CBS SC														1 SAT. 3.39P 148 CBS SE																											
CFA COLLEGE FOOTBALL-PRE						157	162	82	83	A	2.4	7	210	NBC BREEDER'S CUP SERIES(S)							195		98		A	4.4	12	385													
1 SAT. 3.00P 22 ABC SC														1 SAT. 2.00P 240 NBC SE																											
2 SAT. 3.00P 17																																									
CFA COLLEGE FOOTBALL GAME						202	203	99	99	A	6.7	17	586																												

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST NOV. 1986 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES			
						K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)							K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2
WEEKEND DAYTIME CONT'D																			
NEW YORK CITY MARATHON(S)																			
1	SUN.	10.30A	180	ABC	SE	173		94		A	4.1	13	358						
NFL '86-NBC																			
	SUN.	12.30P	30	NBC	SC	192	199	98	99	A	4.9	14	428						
NFL FOOTBALL GAME 1-NBC																			
1	SUN.	1.00P	193	NBC	SE	197	208	83	99	A	11.3	26	988						
2	SUN.	1.00P	204																
NFL FOOTBALL GAME 2-NBC																			
1	SUN.	4.26P	162	NBC	SE	211		98		A	16.4	32	1433						
NFL FOOTBALL POST-NBC(B)																			
2	SUN.	4.26P	13	NBC	SC		93		59	A	4.2	9	367						
ONE TO GROW ON-8:28AM																			
	SAT.	8.28A	2	NBC	CN	201	204	98	98	A	4.3	23	376						
ONE TO GROW ON-8:58AM																			
	SAT.	8.58A	2	NBC	CN	201	201	98	98	A	5.0	22	437						
ONE TO GROW ON-10:28AM																			
	SAT.	10.28A	2	NBC	CN	204	205	99	99	A	7.4	24	647						
ONE TO GROW ON-11:28AM																			
	SAT.	11.28A	2	NBC	CN	197	199	98	98	A	5.4	18	472						
SUNDAY MORNING																			
	SUN.	9.00A	90	CBS	N	175	178	95	95	A	4.3	17	376						
TEEN WOLF																			
	SAT.	10.30A	30	CBS	CA	203	204	98	99	A	5.9	20	516						
THIS WEEK-DAVID BRINKLEY																			
2	SUN.	11.30A	60	ABC	N		194		98	A	4.0	11	350						
THIS WK-DAVID BRINKLEY(B)																			
1	SUN.	1.30P	60	ABC	N	128		82		A	2.0	5	175						
WILDFIRE																			
	SAT.	8.30A	30	CBS	CA	177	199	86	97	A	3.2	15	280						
WUZZLES																			
	SAT.	8.00A	30	ABC	CA	198	199	98	98	A	2.0	11	175						

ONE TO GROW ON-11:58AM																			
	SAT.	11.58A	2	NBC	CN	181	183	93	95	A	5.8	19	507						
PEE WEE'S PLAYHOUSE																			
	SAT.	10.00A	30	CBS	CL	203	204	98	98	A	5.8	20	507						
POUND PUPPIES																			
	SAT.	10.30A	30	ABC	CA	202	202	96	96	A	4.1	14	358						
PBA FALL TOUR																			
2	SAT.	2.00P	95	NBC	SE		145		88	A	3.2	9	280						
PUPPY'S GR. ADVENTURE(B)																			
1	SAT.	11.30A	30	CBS	CA	150		77		A	2.5	9	219						
REAL GHOSTBUSTERS																			
	SAT.	10.00A	30	ABC	CA	202	203	99	99	A	5.0	17	437						
RICHIE RICH																			
2	SAT.	11.30A	30	CBS	CA		190		94	A	4.1	13	358						
ROCK N WRESTLING-1																			
2	SAT.	12.00N	30	CBS	CA		158		85	A	3.3	10	288						
ROCK N WRESTLING-2																			
2	SAT.	12.30P	30	CBS	CA		132		69	A	3.2	10	280						
SMURFS I																			
	SAT.	9.00A	30	NBC	CA	205	206	99	99	A	5.3	21	463						
SMURFS II																			
	SAT.	9.30A	30	NBC	CA	205	206	99	99	A	6.3	23	551						
SMURFS III																			
	SAT.	10.00A	30	NBC	CA	205	206	99	99	A	7.5	25	656						

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. OCT. 27, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,940 14.8				24,120 27.6							
	ABC TV								MACGYVER (SD)									
	AVERAGE AUDIENCE (Households (000) & %)						9,440 10.8	10.7*		11.0*	7,690 8.8	8.9*		9.0*			8.1*	5.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 10.7	16 *	11.1	16 *	14 8.8	12 *	10.0	12 *	8.1	8.2	11 *	6.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,090 20.7		16,260 18.6		20,360 23.3		18,350 21.0		17,740 20.3			
	CBS TV								KATE & ALLIE	MY SISTER SAM (SUS-SD)	NEWHART		DESIGNING WOMEN (SD)				CAGNEY & LACEY	
	AVERAGE AUDIENCE (Households (000) & %)						15,730 18.0		13,980 16.0		17,480 20.0		15,990 18.3		13,900 15.9		15.8*	16.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 17.5	18.4	22 16.0	16.0	28 19.8	20.2	26 18.5	18.2	24 15.6	24 *	16.0	25 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						52,270 59.8											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						34,000 38.9	28.6*		36.3*		37.1*		39.3*			41.5*	42.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						55 25.6	43 *	35.3	52 *	36.5	51 *	38.2	53 *	41.6	41.4	58 *	61 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,000 20.6				34,610 39.6							
	ABC TV								MACGYVER (SD)									
	AVERAGE AUDIENCE (Households (000) & %)						13,110 15.0	14.3*		15.8*	18,880 21.6	21.1*		23.8*			24.3*	20.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 14.6	21 *	15.2	24 *	35 20.1	31 *	23.4	35 *	24.5	24.1	36 *	33 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,050 21.8		18,180 20.8		20,190 23.1		16,960 19.4		17,480 20.0			
	CBS TV								KATE & ALLIE	MY SISTER SAM (SD)	NEWHART		DESIGNING WOMEN (SD)				CAGNEY & LACEY	
	AVERAGE AUDIENCE (Households (000) & %)						16,690 19.1		16,080 18.4		17,650 20.2		14,950 17.1		14,420 16.5		16.5*	16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 18.2	20.0	27 18.7	18.1	29 20.0	20.4	25 17.3	16.8	27 16.5	26 *	16.6	28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,030 17.2		14,070 16.1		21,150 24.2							
	NBC TV								ALF	AMAZING STORIES (SD)								
	AVERAGE AUDIENCE (Households (000) & %)						13,630 15.6		11,970 13.7		14,420 16.5	15.7*		16.9*			16.7*	16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 15.6	15.6	20 13.8	13.6	25 15.3	22 *	16.8	25 *	16.6	26 *	16.7	28 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	62.6	64.2	64.6	66.0	68.7	71.2	72.2	72.2	72.6	72.5	71.1	69.5	66.4	66.0	64.7	62.9
		WK. 2	63.0	64.2	65.1	66.4	67.8	68.8	68.5	69.2	69.9	70.1	68.5	67.5	64.4	63.2	61.0	58.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. MON. NOV. 3, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT.28, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					22,110 25.3		21,760 24.9		25,960 29.7				17,570 20.1			
	ABC TV					WHO'S THE BOSS?		GROWING PAINS		MOONLIGHTING (SD)				JACK & MIKE			
	AVERAGE AUDIENCE (Households (000) & %)					19,230 22.0		19,670 22.5		20,890 23.9	23.5*		24.2*	13,550 15.5	16.5*		14.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 21.1	22.9	34 22.1	23.0	37 23.1	36* 24.0	24.5	38* 23.9	27 17.0	28* 16.0	26* 14.6	26* 14.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,940 14.8				19,580 22.4							
	CBS TV					WIZARD (SD)				CBS TUESDAY MOVIE HUNT FOR CLAUDE DALLAS (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					9,530 10.9	10.7*		11.0*	12,590 14.4	13.4*		13.4*		14.9*		15.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 10.6	17* 10.9		17* 11.0	24 13.5	21* 13.3	13.3	21* 13.5		25* 14.4		29* 15.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,320 22.1				13,200 15.1				11,100 12.7			
	NBC TV					MATLOCK (SD)				CRIME STORY (SD)				1986			
	AVERAGE AUDIENCE (Households (000) & %)					15,380 17.6	16.8*		18.4*	10,140 11.6	12.4*		10.8*	7,950 9.1	9.3*		9.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.4	26* 17.2		28* 18.6	18 12.7	19* 12.1	10.9	17* 10.7	16 9.7	16* 9.0	16* 9.1	16* 8.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,110 25.3		25,000 28.6		17,040 19.5							
	ABC TV					WHO'S THE BOSS? (8:00-8:02 8:05-8:21 8:23-8:35) (S)(SD)(-OP)		MOONLIGHTING (8:35-8:38 8:41-9:10 9:15-9:43) (OP)(S)(SD)(-OP)						'86 VOTE ELEC. RPT- 9:43P (9:43-11:00PM)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					17,390 19.9	19.7*	18,270 20.9	20.1*		22.1*	8,650 9.9	12.2*		10.0*		8.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 19.6	29* 19.8	32 20.1	30* 20.0	22.4	34* 21.9	16 14.0	19* 12.0		16* 10.5	14* 8.6	14* 8.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,090 10.4		8,480 9.7		9,960 11.4		10,050 11.5		8,740 10.0		9,260 10.6	
	CBS TV					CAMPAIGN '86: ELECT-8.00P (8:00-8:23PM)		CAMPAIGN '86: ELECT-8.30P (8:30-8:53PM)		CAMPAIGN '86: ELECT-9.00P (9:00-9:23PM)		CAMPAIGN '86: ELECT-9.30P (9:30-9:53PM)		CAMPAIGN '86: ELECT-10.00P (10:00-10:23PM)		CAMPAIGN '86: ELECT-10.30P (10:30-10:53PM)	
	AVERAGE AUDIENCE (Households (000) & %)					7,170 8.2		7,430 8.5		8,390 9.6		8,740 10.0		7,600 8.7		7,780 8.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12 8.6		12 8.5		14 9.7		15 10.1		14 9.0		16 9.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,500 24.6				16,430 18.8				8,650 9.9		8,480 9.7	
	NBC TV					MATLOCK (S)(SD)				CRIME STORY (S)(SD)				DECISION '86- ELECT-10.00P (10:00-10:25PM)		DECISION '86- ELECT-10.30P (-OP)	
	AVERAGE AUDIENCE (Households (000) & %)					15,730 18.0	16.9*		19.0*	10,930 12.5	12.5*		12.5*	7,080 8.1		6,900 7.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 16.2	25* 17.7		27* 18.9	18 12.6	18* 12.3	12.2	19* 12.9	13 8.3		14 7.8	
TV HOUSEHOLDS USING TV WK. 1		58.3	60.6	62.6	63.4	64.0	64.7	65.9	66.4	65.0	65.3	64.8	64.2	59.3	58.2	56.3	53.7
(See Def. 1) WK. 2		60.6	61.7	63.1	65.1	66.9	69.2	69.7	69.2	68.6	68.7	67.8	65.7	62.9	60.5	57.4	53.2
U.S. TV Households: 87,400,000																	

For explanation of symbols, See page A.

EVE.TUE. NOV.4, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT.29, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,770 16.9		15,910 18.2		17,920 20.5			16,260 18.6			
	ABC TV					PERFECT STRANGERS		HEAD OF THE CLASS (SD)		DYNASTY (SD)			HOTEL			
	AVERAGE AUDIENCE (Households (000) & %)					12,850 14.7		13,900 15.9		14,860 17.0		17.0*	12,670 14.5		14.7*	14.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 14.1	15.3	25 15.3	16.6	27 16.8	27* 17.2	27* 17.2	26 14.8	25* 14.6	26* 14.7	26* 13.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,440 10.8		9,350 10.7		17,920 20.5			15,640 17.9			
	CBS TV					BETTER DAYS		TOGETHER WE STAND (SD)		MAGNUM, P.I. (SD)			EQUALIZER			
	AVERAGE AUDIENCE (Households (000) & %)					7,430 8.5		8,130 9.3		14,160 16.2		15.2*	12,590 14.4		14.5*	14.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 8.8	8.2	15 8.5	10.1	25 14.3	24* 16.0	27* 17.3	26 14.3	25* 14.6	27* 14.5	27* 14.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,270 20.9				14,770 16.9		12,670 14.5	14,950 17.1			
	NBC TV					HIGHWAY TO HEAVEN (SD)				GIMME A BREAK		YOU AGAIN?		ST. ELSEWHERE		
	AVERAGE AUDIENCE (Households (000) & %)					14,680 16.8	16.4*		17.2*	12,940 14.8		11,540 13.2	11,890 13.6	14.1*		13.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 15.8	27* 17.0	27* 17.0	27* 16.7	23 14.8	24* 15.0	21 13.1	24 14.3	24* 13.8	24* 13.4	24* 12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,470 17.7		16,870 19.3		17,740 20.3			16,260 18.6			
	ABC TV					PERFECT STRANGERS		HEAD OF THE CLASS (SD)		DYNASTY (SD)			HOTEL			
	AVERAGE AUDIENCE (Households (000) & %)					13,720 15.7		14,510 16.6		14,600 16.7		16.7*	13,110 15.0		15.1*	14.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 15.3	16.1	25 15.4	17.7	25 16.9	25* 16.5	25* 16.8	26 15.3	25* 15.0	26* 15.0	26* 14.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,110 15.0				18,530 21.2			15,300 17.5			
	CBS TV					MIKE HAMMER (SUS-SD)				MAGNUM, P.I. (SD)			EQUALIZER			
	AVERAGE AUDIENCE (Households (000) & %)					10,310 11.8	11.2*		12.4*	14,860 17.0		16.2*	12,320 14.1		14.3*	14.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 11.0	17* 11.3		19* 12.3	26 15.5	24* 16.8	27* 18.1	24 14.1	24* 14.5	25* 14.3	25* 13.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,400 22.2				15,910 18.2		13,110 15.0	16,610 19.0			
	NBC TV					HIGHWAY TO HEAVEN (SD)				GIMME A BREAK		YOU AGAIN?		ST. ELSEWHERE		
	AVERAGE AUDIENCE (Households (000) & %)					16,690 19.1	18.8*		19.3*	13,900 15.9		11,970 13.7	13,460 15.4		15.6*	15.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 18.3	29* 19.3		29* 19.6	24 16.0	24 15.8	21 13.6	26 15.7	26* 15.5	27* 15.5	27* 15.0
TV HOUSEHOLDS USING TV WK. 1		56.4	58.5	58.1	58.6	60.1	61.0	61.9	63.7	63.5	64.2	63.9	63.2	59.6	58.2	55.4
(See Def. 1) WK. 2		61.0	61.7	62.0	63.1	63.8	65.1	65.5	66.3	66.0	67.0	66.1	65.8	61.3	59.8	55.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. NOV.5, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.30, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,300 9.5				10,930 12.5				19,750 22.6			
	ABC TV					OUR WORLD				COLBYS (SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)					5,240 6.0	6.1*		6.0*	8,740 10.0	9.4*		10.6*	15,640 17.9	18.3*		17.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					9 6.7	9 *		9 *	15 9.3	14 *		16 *	31 17.7	30 *		32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,950 17.1				16,870 19.3				13,280 15.2			
	CBS TV					SIMON & SIMON (SUS-SD)				KNOTS LANDING (SD)				KAY O'BRIEN			
	AVERAGE AUDIENCE (Households (000) & %)					11,450 13.1	11.9*		14.3*	13,460 15.4	15.5*		15.4*	10,050 11.5	11.7*		11.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 11.4	18 *		21 *	23 15.7	23 *		23 *	20 11.8	19 *		21 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					34,170 39.1		31,550 36.1		26,220 30.0		24,730 28.3		18,350 21.0			
	NBC TV					BILL COSBY SHOW				FAMILY TIES (SD)				CHEERS			
	AVERAGE AUDIENCE (Households (000) & %)					30,500 34.9		29,100 33.3		23,860 27.3		22,370 25.6		14,250 16.3	17.2*		15.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					52 33.5		49 33.3		41 27.3		39 26.3		28 17.7	29 *		28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					6,640 7.6				11,890 13.6				19,580 22.4			
	ABC TV					OUR WORLD				COLBYS (SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)					4,200 4.8	4.8*		4.9*	8,740 10.0	9.3*		10.8*	15,210 17.4	17.8*		17.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					7 5.0	7 *		7 *	15 8.9	13 *		16 *	30 17.3	29 *		30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,950 17.1				16,690 19.1				13,460 15.4			
	CBS TV					SIMON & SIMON (SD)				KNOTS LANDING (SD)				KAY O'BRIEN			
	AVERAGE AUDIENCE (Households (000) & %)					11,620 13.3	12.5*		14.0*	13,720 15.7	15.6*		15.7*	10,490 12.0	12.2*		11.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 12.4	18 *		20 *	23 15.1	22 *		23 *	20 12.5	20 *		21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					35,480 40.6		32,860 37.6		28,320 32.4		24,650 28.2		18,970 21.7			
	NBC TV					BILL COSBY SHOW				FAMILY TIES (SD)				CHEERS			
	AVERAGE AUDIENCE (Households (000) & %)					32,160 36.8		30,760 35.2		25,170 28.8		22,550 25.8		14,680 16.8	17.5*		16.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					53 35.0		50 35.3		41 29.3		38 26.1		29 18.0	29 *		29 *
TV HOUSEHOLDS USING TV WK. 1		57.8	59.5	60.7	62.7	66.0	67.8	67.7	67.7	66.2	66.5	66.4	65.5	61.0	59.2	56.9	54.1
(See Def. 1) WK. 2		60.1	61.5	63.5	65.3	67.8	70.2	70.1	70.9	69.3	69.6	67.9	67.3	62.0	60.0	57.6	55.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. NOV.6, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. OCT.31, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)				12,150 13.9		11,890 13.6		9,440 10.8		8,040 9.2		10,050 11.5			
	ABC TV				WEBSTER		MR. BELVEDERE (SD)		SLEDGE HAMMER		SIDEKICKS (SD)		STARMAN			
	AVERAGE AUDIENCE (Households (000) & %)				10,400 11.9		10,490 12.0		7,600 8.7		7,170 8.2		7,950 9.1		8.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				21 11.4		20 12.4		14 8.7		13 8.2		16 8.5		15* 9.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				16,520 18.9				20,890 23.9				16,340 18.7			
	CBS TV				SCARECROW & MRS. KING (SUS-SD)				DALLAS (SD)				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)				12,590 14.4		13.5* 24 *		15.3* 26 *		20.5 33 *		21.0* 34 *		15.7* 27 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				25 13.0		13.9 13.9		14.6 14.6		15.9 15.9		19.6 19.6		20.5 20.5	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				14,420 16.5				17,570 20.1				16,340 18.7			
	NBC TV				A TEAM (SD)				MIAMI VICE				L.A. LAW			
	AVERAGE AUDIENCE (Households (000) & %)				10,840 12.4		12.3* 22 *		12.6* 21 *		14,330 16.4		15.8* 26 *		17.0* 28 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				21 12.1		22* 12.4		21* 12.6		27 15.5		26* 16.0		28* 16.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				14,860 17.0		14,160 16.2		10,310 11.8		8,220 9.4		11,100 12.7			
	ABC TV				WEBSTER		MR. BELVEDERE (SD)		SLEDGE HAMMER		SIDEKICKS (SD)		STARMAN			
	AVERAGE AUDIENCE (Households (000) & %)				13,200 15.1		12,940 14.8		9,090 10.4		7,430 8.5		8,570 9.8		10.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				25 14.8		24 15.5		17 10.6		13 10.1		17 8.6		17* 8.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				15,910 18.2				21,850 25.0				18,350 21.0			
	CBS TV				SCARECROW & MRS. KING (SUS-SD)				DALLAS (SD)				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)				12,760 14.6		13.9* 23 *		15.4* 25 *		18,880 21.6		21.3* 34 *		21.9* 34 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				24 13.7		23* 14.2		25* 14.9		34 20.9		34* 21.8		34* 21.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				14,070 16.1				18,790 21.5				17,830 20.4			
	NBC TV				A TEAM (SD)				MIAMI VICE				L.A. LAW			
	AVERAGE AUDIENCE (Households (000) & %)				11,190 12.8		12.4* 21 *		13.2* 22 *		15,210 17.4		16.5* 26 *		18.2* 29 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				21 12.3		21* 12.5		22* 13.2		28 16.0		26* 17.1		29* 18.0	
TV HOUSEHOLDS USING TV																
(See Def. 1)																
WK. 1																
WK. 2																

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.FRI. NOV.7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.1, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						8,390 9.6		6,290 7.2		7,250 8.3				11,270 12.9			
	ABC TV						LIFE WITH LUCY		ELLEN BURSTYN SHOW (SD)		HEART OF THE CITY (SD)				SPENSER: FOR HIRE			
	AVERAGE AUDIENCE (Households (000) & %)						6,990 8.0		5,590 6.4		4,720 5.4				8,830 10.1			
	SHARE OF AUDIENCE %						14		11		9	4.6*			11*	19	9.2*	11.0*
	AVG. AUD. BY ¼ HR.						8.5	7.6	6.5	6.2	4.8	4.5	6.0	6.4	8.6	9.9	10.8	11.1
	TOTAL AUDIENCE (Households (000) & %)						13,810 15.8				17,130 19.6							
	CBS TV								DOWNTOWN (SD)						CBS SATURDAY MOVIE VENGEANCE: THE STORY OF TONY CIMO (SD)			
	AVERAGE AUDIENCE (Households (000) & %)						10,310 11.8				10,310 11.8							
	SHARE OF AUDIENCE %						21	11.4*		12.2*	21	10.9*			11.6*		12.5*	12.1*
	AVG. AUD. BY ¼ HR.						11.1	11.7	12.3	12.2	10.8	11.1	11.6	11.5	12.7	12.3	12.2	12.0
	TOTAL AUDIENCE (Households (000) & %)						15,910 18.2		17,310 19.8		24,040 27.5		19,230 22.0		16,520 18.9			
	NBC TV						FACTS OF LIFE		227 (SD)		GOLDEN GIRLS		AMEN		HUNTER			
	AVERAGE AUDIENCE (Households (000) & %)						13,810 15.8		15,820 18.1		21,850 25.0		17,220 19.7		12,850 14.7			
	SHARE OF AUDIENCE %						28		32		43		34		27	15.1*		14.3*
	AVG. AUD. BY ¼ HR.						15.0	16.7	17.3	18.9	24.7	25.3	20.1	19.3	15.3	14.9	14.5	14.2

W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,040 9.2		6,380 7.3		8,130 9.3				10,400 11.9			
	ABC TV						LIFE WITH LUCY		ELLEN BURSTYN SHOW (SD)		HEART OF THE CITY (SD)				SPENSER: FOR HIRE			
	AVERAGE AUDIENCE (Households (000) & %)						6,990 8.0		5,420 6.2		5,330 6.1				7,870 9.0			
	SHARE OF AUDIENCE %						14		11		10	5.3*			12*	17	8.5*	9.6*
	AVG. AUD. BY ¼ HR.						7.9	8.1	6.4	6.0	5.1	5.4	6.7	7.1	8.3	8.7	9.3	9.9
	TOTAL AUDIENCE (Households (000) & %)						13,900 15.9				16,170 18.5							
	CBS TV								WIZARD SPECIAL (SD)						CBS SATURDAY MOVIE LASSITER (SD)			
	AVERAGE AUDIENCE (Households (000) & %)						9,880 11.3				8,390 9.6							
	SHARE OF AUDIENCE %						19	10.9*		11.7*	17	9.1*			9.4*		9.9*	9.8*
	AVG. AUD. BY ¼ HR.						10.7	11.2	11.9	11.5	9.6	8.6	9.6	9.1	9.8	10.1	10.0	9.5
	TOTAL AUDIENCE (Households (000) & %)						17,830 20.4		19,840 22.7		26,390 30.2		21,060 24.1		18,090 20.7			
	NBC TV						FACTS OF LIFE		227 (SD)		GOLDEN GIRLS		AMEN (SD)		HUNTER			
	AVERAGE AUDIENCE (Households (000) & %)						15,910 18.2		17,830 20.4		23,950 27.4		18,970 21.7		14,330 16.4			
	SHARE OF AUDIENCE %						31		35		46		37		30	16.5*		16.4*
	AVG. AUD. BY ¼ HR.						17.7	18.7	19.7	21.1	26.9	27.9	21.7	21.8	16.4	16.5	16.4	16.3
TV HOUSEHOLDS USING TV		WK. 1	54.8	54.9	55.6	56.0	56.4	56.7	56.9	57.6	58.2	59.1	58.4	58.3	56.3	55.0	53.6	52.2
(See Def. 1)		WK. 2	54.6	55.7	56.8	57.2	57.3	58.6	58.5	59.0	59.7	60.5	59.9	58.9	56.3	55.0	53.8	52.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. NOV.8, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.1, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %)

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,100
12.7

JAY LENO SHOW

6,210
7.1
21
8.88.4*
22*
8.16.6*
21*
6.25.4*
20*
4.7

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %)

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

10,580
12.1SATURDAY NIGHT
(11:30-12:48AM)
(SUSTAINING 12:48-1:00AM)5,510
6.3
19
8.77.8*
21*
6.95.8*
18*
5.64.8*
18*
4.6

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

48.6	44.6	39.4	37.1	33.2	30.0	26.7	23.5	21.3	19.5	16.8	15.3	13.7	12.1	11.0	10.3
48.7	44.4	39.5	36.3	34.0	31.3	27.7	25.2	21.9	19.4	17.2	15.5	13.2	11.8	10.4	9.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. NOV.8, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.2, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{ 14,770 16.9		{ 24,300 27.8															
ABC TV		DISNEY SUNDAY MOVIE ASK MAX				ABC SUNDAY NIGHT MOVIE NEVER SAY NEVER AGAIN (8:00-10:49PM) (S)(SD)													
AVERAGE AUDIENCE (Households (000) & %)		{ 10,310 11.8		{ 13,370 15.3															
SHARE OF AUDIENCE %		{ 18		{ 23															
AVG. AUD. BY ¼ HR.		{ 10.7		{ 12.6															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 28,930 33.1		{ 28,320 32.4		{ 24,470 28.0												
	CBS TV		60 MINUTES				MURDER, SHE WROTE (SD)				CBS SUNDAY MOVIE SOMETHING IN COMMON (9:00-10:55PM)(S)(SD)								
	AVERAGE AUDIENCE (Households (000) & %)		{ 22,720 26.0		{ 24,210 27.7		{ 15,910 18.2												
	SHARE OF AUDIENCE %		{ 40		{ 40		{ 29												
AVG. AUD. BY ¼ HR.		{ 24.3		{ 26.4		{ 27.9		{ 19.1											
TOTAL AUDIENCE (Households (000) & %)		{ 17,740 20.3		{ 13,280 15.2		{ 15,990 18.3		{ 21,590 24.7											
NBC TV		OUR HOUSE (7:10-8:10PM)(OP)(-OP)				EASY STREET (8:10-8:40PM) (OP)(-OP)		VALERIE (8:40-9:10PM) (OP)(SD)(-OP)		NBC SUNDAY NIGHT MOVIE RAGE OF ANGELS: THE STORY CONTINUES, PART 1 (9:10-11:05PM)(OP)(SD)									
AVERAGE AUDIENCE (Households (000) & %)		{ 11,620 13.3		{ 11,450 13.1		{ 12,670 14.5		{ 13,900 15.9											
SHARE OF AUDIENCE %		{ 20		{ 19		{ 21		{ 25											
AVG. AUD. BY ¼ HR.		{ 11.6		{ 13.2		{ 12.9		{ 15.9											
TOTAL AUDIENCE (Households (000) & %)		{ 22,290 25.5		{ 21,850 25.0															
ABC TV		DISNEY SUNDAY MOVIE WALT DISNEY WORLD'S 15TH BIRTHDAY CELEBRATION (SD)				ABC SUNDAY NIGHT MOVIE SPLASH (SD)													
AVERAGE AUDIENCE (Households (000) & %)		{ 12,500 14.3		{ 14,680 16.8															
SHARE OF AUDIENCE %		{ 22		{ 26															
AVG. AUD. BY ¼ HR.		{ 12.6		{ 15.3															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 27,710 31.7		{ 28,750 32.9		{ 21,330 24.4												
	CBS TV		60 MINUTES (7:12-8:12PM)(OP)(-OP)				MURDER, SHE WROTE (8:12-9:12PM)(OP)(-OP)				CBS SUNDAY MOVIE MONTE CARLO, PART 1 (9:12-11:12PM)(OP)(SD)								
	AVERAGE AUDIENCE (Households (000) & %)		{ 18,970 21.7		{ 22,020 25.2		{ 12,760 14.6												
	SHARE OF AUDIENCE %		{ 33		{ 37		{ 23												
AVG. AUD. BY ¼ HR.		{ 17.5		{ 24.0		{ 17.4		{ 16.2											
TOTAL AUDIENCE (Households (000) & %)		{ 18,270 20.9		{ 14,860 17.0		{ 18,000 20.6		{ 28,060 32.1											
NBC TV		OUR HOUSE				EASY STREET		VALERIE (SD)		NBC SUNDAY NIGHT MOVIE PERRY MASON: THE CASE OF THE SHOOTING STAR									
AVERAGE AUDIENCE (Households (000) & %)		{ 13,020 14.9		{ 12,760 14.6		{ 15,120 17.3		{ 20,630 23.6											
SHARE OF AUDIENCE %		{ 23		{ 21		{ 25		{ 37											
AVG. AUD. BY ¼ HR.		{ 13.2		{ 14.2		{ 15.5		{ 20.6											
TV HOUSEHOLDS USING TV		WK. 1		63.1	64.3	65.1	66.3	67.8	68.8	69.8	69.8	68.3	67.2	66.3	65.1	62.6	61.5	59.8	54.4
(See Def. 1)		WK. 2		61.9	64.2	65.4	66.4	67.4	68.0	68.5	68.9	68.1	67.2	67.3	66.4	64.8	64.0	62.6	59.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. NOV.9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.2, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,800
3.2
ABC WEEKEND
REPORT-SUN.

2,710
3.1
10
3.1

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,970
3.4

CBS
SUNDAY
NEWS-
050000

3,150
3.6
8
3.6

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1,570
1.8

(1)
(SD)

1,490
1.7
6
1.7

15.5

1.7

1.7

G. MICHAELS
SPORT MACHINE
(11:40-11:55PM)
(SUSTAINING 11:55-12:10AM)

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1,840
2.1
ABC WEEKEND
REPORT-SUN.

1,920
2.2
7
2.2

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,630
5.3

CBS
SUNDAY
NEWS-
050000

4,540
5.2
12
5.3

5.1

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1,570
1.8

G. MICHAELS
SPORTS MACHINE
(11:30-11:45PM)
(SUSTAINING 11:45-12:00AM)

1,660
1.9
6
1.9

1.9

1.9

1.9

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	47.6	41.7	34.4	29.9	25.8	22.8	20.0	18.2	16.2	14.7	13.2	12.0	9.7	8.6	8.0	7.4
(See Def. 1)	WK. 2	49.5	43.5	35.5	30.5	25.5	23.0	20.2	17.3	14.9	12.4	10.6	9.4	8.4	7.8	7.0	6.6	

U.S. TV Households: 87,400,000

(1) NBC SUNDAY NIGHT MOVIE, RAGE OF ANGELS: THE STORY CONTINUES, PART 1, NBC, (9:10-11:05PM)

For explanation of symbols, See page A.

EVE.SUN. NOV.9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.27-31, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,240 6.0				4,980 5.7											
		GOOD MORNING, AMERICA-730 (CO-OP)		(PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP)		(PARTICIPATING)												
		AVERAGE AUDIENCE (Households (000) & %)			4,200 4.8				4,020 4.6											
		SHARE OF AUDIENCE %			21				20											
WEEK 2	CBS TV	AVG. AUD. BY ¼ HR. %			4.6	4.9			4.7	4.6										
		TOTAL AUDIENCE (Households (000) & %)			3,230 3.7				2,880 3.3						4,020 4.6		3,850 4.4			
		CBS MORNING NEWS 1				CBS MORNING NEWS 2							\$25,000 PYRAMID		NEW CARD SHARKS					
		AVERAGE AUDIENCE (Households (000) & %)			2,530 2.9				2,190 2.5					3,410 3.9		3,320 3.8				
WEEK 3	NBC TV	SHARE OF AUDIENCE %			14				11					17		17				
		AVG. AUD. BY ¼ HR. %			2.9	2.9			2.5	2.5				3.7	4.1	3.7	3.9			
		TOTAL AUDIENCE (Households (000) & %)			6,470 7.4				5,330 6.1						3,410 3.9		4,020 4.6			
		TODAY SHOW-7:30AM (CO-OP)		(PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP)		(PARTICIPATING)					FAMILY TIES M-F		SALE OF THE CENTURY					
WEEK 4	ABC TV	AVERAGE AUDIENCE (Households (000) & %)			5,160 5.9				4,540 5.2					2,880 3.3		3,410 3.9				
		SHARE OF AUDIENCE %			26				23					15		18				
		AVG. AUD. BY ¼ HR. %			6.1	5.7			5.1	5.2				3.2	3.4	3.9	4.0			
		TOTAL AUDIENCE (Households (000) & %)			5,240 6.0				4,980 5.7											
WEEK 5	CBS TV	GOOD MORNING, AMERICA-730 (CO-OP)		(PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP)		(PARTICIPATING)												
		AVERAGE AUDIENCE (Households (000) & %)			4,110 4.7				4,020 4.6											
		SHARE OF AUDIENCE %			21				20											
		AVG. AUD. BY ¼ HR. %			4.7	4.7			4.6	4.8										
WEEK 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)			3,410 3.9				3,410 3.9					4,630 5.3		4,460 5.1				
		CBS MORNING NEWS 1				CBS MORNING NEWS 2							\$25,000 PYRAMID		NEW CARD SHARKS					
		AVERAGE AUDIENCE (Households (000) & %)			2,620 3.0				2,710 3.1					3,850 4.4		3,760 4.3				
		SHARE OF AUDIENCE %			15				13					4.4		4.3				
WEEK 7	CBS TV	AVG. AUD. BY ¼ HR. %			3.1	3.0			3.0	3.1				4.2	4.6	4.2	4.5			
		TOTAL AUDIENCE (Households (000) & %)			5,940 6.8				5,420 6.2						3,410 3.9		4,110 4.7			
		TODAY SHOW-7:30AM (CO-OP)		(PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP)		(PARTICIPATING)					FAMILY TIES M-F		SALE OF THE CENTURY					
		AVERAGE AUDIENCE (Households (000) & %)			4,890 5.6				4,540 5.2					2,800 3.2		3,580 4.1				
WEEK 8	NBC TV	SHARE OF AUDIENCE %			25				22					13		17				
		AVG. AUD. BY ¼ HR. %			5.8	5.4			5.3	5.0				3.1	3.2	4.0	4.2			
		TOTAL AUDIENCE (Households (000) & %)			15.4 14.8	17.9 17.1	19.3 19.0	20.8 20.5	21.8 21.9	22.5 22.8	22.3 23.1	22.6 22.9	22.5 23.3	23.0 23.9	22.8 24.3	22.6 24.3	21.9 23.9	22.1 24.3	21.8 24.0	22.3 23.8
		TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2															
U.S. TV Households: 87,400,000																				

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.3-7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.27-31, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		2,360 2.7		1,750 2.0		2,710 3.1		3,500 4.0		7,870 9.0			8,040 9.2			
ABC TV		FAME, FORTUNE AND ROMANCE		DOUBLE TALK		RYAN'S HOPE		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SD)			
AVERAGE AUDIENCE (Households (000) & %)		1,920 2.2		1,490 1.7		2,360 2.7		2,970 3.4		6,210 7.1	6.8*	7.4*	6,120 7.0	6.9*		7.1*
SHARE OF AUDIENCE %		10		8		11		13		24	24 *	25 *	25	25 *		26 *
AVG. AUD. BY ¼ HR.		2.3	2.1	1.6	1.7	2.5	2.8	3.2	3.6	6.5	7.2	7.4	6.9	6.8	6.9	7.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	5,940 6.8		7,170 8.2				9,260 10.6				7,600 8.7				4,810 5.5
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)		5,070 5.8		6,030 6.9			6,990 8.0	7.8*		6,210 7.1	7.2*		4,280 4.9		
	SHARE OF AUDIENCE %		27		31			31	31 *		30 *	25		25 *	18	
	AVG. AUD. BY ¼ HR.		5.6	6.0	6.7	7.2		7.8	7.8	8.0	8.1	7.3	7.0	6.8	4.9	4.8
1	TOTAL AUDIENCE (Households (000) & %)	6,120 7.0		4,540 5.2		3,230 3.7		2,450 2.8		7,430 8.5			5,770 6.6			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD (SD)		
	AVERAGE AUDIENCE (Households (000) & %)		5,240 6.0		4,020 4.6		2,800 3.2		2,010 2.3		5,940 6.8	6.5*	4,370 5.0	5.0*		5.0*
	SHARE OF AUDIENCE %		28		20		13		9		23	23 *	18	18 *		18 *
	AVG. AUD. BY ¼ HR.		6.9	6.2	4.5	4.7	3.2	3.3	2.3	2.4	6.3	6.7	5.1	5.0	5.1	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,620 3.0		1,750 2.0		2,880 3.3		3,580 4.1		8,130 9.3			8,300 9.5			
	ABC TV		FAME, FORTUNE AND ROMANCE		DOUBLE TALK		RYAN'S HOPE		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SD)		
	AVERAGE AUDIENCE (Households (000) & %)		2,100 2.4		1,400 1.6		2,450 2.8		3,150 3.6		6,290 7.2	6.8*	6,470 7.4	7.4*		7.4*
	SHARE OF AUDIENCE %		10		7		11		14		24	23 *	25	25 *		26 *
	AVG. AUD. BY ¼ HR.		2.5	2.3	1.6	1.7	2.7	2.9	3.5	3.6	6.4	7.2	7.3	7.4	7.4	7.4
E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,560 7.5		8,040 9.2				9,090 10.4				7,430 8.5				4,890 5.6
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)		5,510 6.3		6,990 8.0			6,820 7.8	7.6*		6,030 6.9	6.9*		4,460 5.1		
	SHARE OF AUDIENCE %		27		33			30	29 *		30 *	23 *		24 *	18	
	AVG. AUD. BY ¼ HR.		6.0	6.6	7.8	8.2		7.5	7.7	7.9	8.0	6.9	7.1	6.9	5.1	5.1
2	TOTAL AUDIENCE (Households (000) & %)	6,380 7.3		5,070 5.8		3,580 4.1		2,710 3.1		7,520 8.6			5,940 6.8			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD (SD)		
	AVERAGE AUDIENCE (Households (000) & %)		5,420 6.2		4,370 5.0		3,060 3.5		2,270 2.6		5,940 6.8	6.6*	4,540 5.2	5.1*		5.3*
	SHARE OF AUDIENCE %		26		20		14		10		23	23 *	18	17 *		18 *
	AVG. AUD. BY ¼ HR.		6.1	6.3	4.8	5.2	3.5	3.6	2.6	2.6	6.6	6.7	5.2	5.1	5.4	5.3
TV HOUSEHOLDS USING TV		WK. 1	22.2	22.5	22.9	24.1	25.5	26.7	27.0	27.4	27.8	28.2	28.6	28.8	27.9	28.2
(See Def. 1)		WK. 2	23.5	24.0	24.1	24.9	26.2	27.0	27.0	27.4	28.5	29.3	29.5	29.8	29.4	29.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.3-7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 27-31, 1986

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
%

AVG. AUD. BY ¼ HR.
%

8,480 9.7																10,930 12.5
	GENERAL	HOSPITAL			(S)(OP)											ABC WORLD NEWS TONIGHT
6,560 7.5		7.3*			7.6*											9,530 10.9
26		26 *			26 *											20
7.2		7.4	7.6	7.6												10.7 11.1

W

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E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
%

AVG. AUD. BY ¼ HR.
%

6,900 7.9																12,150 13.9
	GUIDING LIGHT															CBS EVENING NEWS- RATHER
	(SD)(SUS-SD)															
5,330 6.1		5.9*			6.2*											10,490 12.0
21		21 *			21 *											22
5.9		6.0	6.2	6.2												11.9 12.2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
%

AVG. AUD. BY ¼ HR.
%

4,810 5.5																12,060 13.8
	SANTA BARBARA				(S)(OP)											NBC NIGHTLY NEWS
3,410 3.9		3.7*			4.2*											10,490 12.0
14		13 *			14 *											22
3.7		3.7	4.0													11.9

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
%

AVG. AUD. BY ¼ HR.
%

9,000 10.9																11,100 12.7
	GENERAL	HOSPITAL														ABC WORLD NEWS TONIGHT
6,990 8.0		7.8*			8.2*											9,530 10.9
26		26 *			26 *											19
7.7		8.0	8.2	8.2												10.6 11.1

W

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E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
%

AVG. AUD. BY ¼ HR.
%

7,170 8.2																12,240 14.0
	GUIDING LIGHT															CBS EVENING NEWS- RATHER
	(SD)(SUS-SD)															
5,680 6.5		6.4*			6.7*											10,400 11.9
21		22 *			22 *											21
6.2		6.5	6.7	6.7												11.7 12.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
%

AVG. AUD. BY ¼ HR.
%

4,810 5.5																12,590 14.4
	SANTA BARBARA															NBC NIGHTLY NEWS
3,580 4.1		4.0*			4.3*											11,100 12.7
13		13 *			14 *											22
4.1		3.9	4.1	4.4												12.7 12.8

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1)

27.9	29.1	30.0	31.1	31.6	34.1	35.1	37.2	39.4	42.1	43.9	46.4	49.7	52.5	54.4	56.0
29.8	30.9	31.5	32.3	32.7	35.1	36.8	38.4	40.8	43.8	46.1	48.9	52.8	55.6	57.1	58.8

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV 3-7 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 1, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,840 2.1		3,410 3.9		4,980 5.7		5,330 6.1		5,770 6.6		4,110 4.7	
	ABC TV					WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)					1,310 1.5		2,880 3.3		4,280 4.9		4,720 5.4		4,630 5.3		3,410 3.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					9 1.3		16 1.7		21 2.9		20 3.6		18 5.4		13 5.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,230 3.7		2,880 3.3		5,330 6.1				5,590 6.4		6,290 7.2	
	CBS TV					BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)					2,450 2.8		2,450 2.8		3,580 4.1				4,810 5.5		5,160 5.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 2.6		14 3.0		17 3.4		16 * 3.8		17 * 4.9		20 5.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,850 4.4		4,810 5.5		5,330 6.1		6,120 7.0		8,220 9.4		7,080 8.1	
	NBC TV					KISSYFUR (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
	AVERAGE AUDIENCE (Households (000) & %)					3,230 3.7		3,850 4.4		4,460 5.1		5,330 6.1		6,470 7.4		6,030 6.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 3.5		21 3.9		21 4.4		22 5.3		25 5.7		23 6.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,620 3.0		3,760 4.3		5,070 5.8		5,160 5.9		5,160 5.9		4,280 4.9	
	ABC TV					WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)					2,100 2.4		3,150 3.6		4,200 4.8		4,540 5.2		4,110 4.7		3,760 4.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 2.2		16 2.6		19 3.5		18 3.7		16 4.8		14 4.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,500 4.0		3,670 4.2		6,990 8.0				6,470 7.4		6,120 7.0	
	CBS TV					BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)					3,060 3.5		3,150 3.6		4,720 5.4				5,240 6.0		5,070 5.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 3.2		16 3.8		20 4.4		19 * 5.4		20 * 6.0		19 5.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,930 4.5		5,770 6.6		5,770 6.6		6,990 8.0		7,870 9.0		6,820 7.8	
	NBC TV					KISSYFUR (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
	AVERAGE AUDIENCE (Households (000) & %)					3,150 3.6		4,630 5.3		4,720 5.4		5,680 6.5		6,640 7.6		5,860 6.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 3.1		23 4.1		21 5.3		23 6.4		25 7.6		22 6.8	
TV HOUSEHOLDS USING TV WK. 1		10.2	12.1	14.1	16.4	18.4	19.3	21.5	22.3	24.1	26.0	27.5	28.8	29.8	31.1	30.1	29.9
(See Def. 1) WK. 2		9.1	11.0	13.1	16.4	18.6	20.7	23.2	24.7	26.0	26.7	27.7	29.2	29.7	30.1	30.5	30.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

DAY SAT. NOV. 8, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 1, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,980 5.7		4,110 4.7		3,580 4.1		3,230 3.7		2,450 2.8					
	ABC TV		BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS LIBERTY AND THE LITTLES, Pt. 3		LITTLES		AMERICAN BANDSTAND					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,930 4.5		3,320 3.8		2,880 3.3		2,620 3.0		1,570 1.8					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 4.3	4.7	13 4.1	3.5	11 2.8	3.8	10 3.0	3.0	6 1.9	1.7				
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,020 4.6		2,710 3.1		15,380 17.6									
	CBS TV		GALAXY HIGH SCHOOL(B)		PUPPY'S GR. ADVENTURE(B) (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{	3,500 4.0		2,190 2.5		5,590 6.4	4.5*	5.9*		6.4*	6.6*		6.3*	6.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 4.0	4.1	9 2.5	2.4	20 3.9	15 * 4.9	19 * 6.1	20 * 6.3	21 * 6.6	21 * 7.0	21 * 6.3	20 * 6.6	21 * 6.7	21 * 6.7
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{	6,120 7.0		5,770 6.6		4,110 4.7		2,270 2.6				14,600 16.7			
	NBC TV		FOOFUR (SD)		IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		KIDD VIDEO							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,590 6.4		5,160 5.9		3,500 4.0		2,100 2.4				3,850 4.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 6.7		20 5.8		13 4.0		9 2.4				12 3.1	3.3*	3.1*	3.1*
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{	5,770 6.6		5,160 5.9		4,720 5.4		3,580 4.1		2,970 3.4					
	ABC TV		BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS THE HOUSE AND THE MOTORCYCLE, Pt. 1		LITTLES		AMERICAN BANDSTAND					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,810 5.5		4,200 4.8		4,020 4.6		2,970 3.4		2,270 2.6					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 5.3	5.6	16 4.9	4.8	15 4.3	10 4.9	10 3.2	8 3.6	8 2.6	2.5				
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{	4,980 5.7		4,200 4.8		3,500 4.0		3,580 4.1						15,210 17.4	
	CBS TV		GALAXY HIGH SCHOOL		RICHIE RICH (SD)		ROCK N WRESTLING-1 (SD)		ROCK N WRESTLING-2							(1) (SD)
	AVERAGE AUDIENCE (Households (000) & %)	{	4,280 4.9		3,580 4.1		2,880 3.3		2,800 3.2						4,630 5.3	4.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 4.8	4.9	13 4.2	4.0	10 3.4	10 3.3	10 3.2	8 3.3				14 3.6	12 * 4.4	
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{	5,590 6.4		5,330 6.1		4,540 5.2		2,800 3.2				5,860 6.7			
	NBC TV		FOOFUR (SD)		IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		KIDD VIDEO							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,890 5.6		4,630 5.3		3,760 4.3		2,270 2.6				2,800 3.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 5.6	5.5	17 5.3	5.3	14 4.2	14 4.3	8 2.7	9 2.6			9 3.1	3.0*	9 * 2.9	2.9*
W E K 7	TOTAL AUDIENCE (Households (000) & %)	{	29.9 30.2	30.5 30.2	29.2 30.5	29.1 30.4	30.0 30.8	31.0 32.7	31.5 33.2	31.9 33.2	32.4 32.9	32.7 33.5	32.1 33.1	31.5 33.1	31.4 33.3	31.4 33.7
	TV HOUSEHOLDS USING TV		WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2
	(See Def. 1)															
	U.S. TV Households: 87,400,000															

(1) CBS COLLEGE FOOTBALL

GAME, NORTH CAROLINA VS CLEMSON & STANFORD VS UCLA, CBS, (2:33-6:00PM)

For explanation of symbols, See page A.

DAY SAT. NOV. 8, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	2,270 2.6	17,830 20.4														7,080 8.1
	ABC TV		(1) (-OP)															CFA COLLEGE FOOTBALL POST (6:43-7:00PM) (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{	1,840 2.1	5,510 6.3			4.2*		6.2*		6.9*		6.8*		6.6*		7.4*	6,640 7.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	6 2.2	16 2.3			12 *		17 *		19 *		17 *		15 *		16 *	15 7.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{			11,710 13.4													9,350 10.7
	CBS TV			(3) (-OP)														CBS SAT. NEWS-SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{			4,720 7.7*				4.7*		4.8*		5.0*		6.3*		7.1*	7,250 8.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			22 *				13 *		13 *		14 *		15 *		16 *	16 8.4
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{																12,500 14.3
	NBC TV																	NBC NIGHTLY NEWS-SAT.
	AVERAGE AUDIENCE (Households (000) & %)	{			3.6*		4.4*		4.7*		4.9*		5.0*		6.1*			10,490 12.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			10 *		12 *		13 *		14 *		13 *		14 *			23 11.4
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	2,800 3.2	17,480 20.0														8,040 9.2
	ABC TV		(2) (-OP)															CFA COLLEGE FOOTBALL POST (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{	2,360 2.7	6,210 7.1					7.8*		8.0*		8.2*		7.1*		5,940 6.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 2.7	18 3.4					21 *		21 *		20 *		16 *		13 5.8	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{																8,650 9.9
	CBS TV																	CBS SAT. NEWS-SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{			4.6*		5.0*		4.9*		5.2*		6.0*		6.9*			6,820 7.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			13 *		14 *		13 *		14 *		15 *		16 *			15 7.6
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{																12,500 14.3
	NBC TV																	NBC NIGHTLY NEWS-SAT.
	AVERAGE AUDIENCE (Households (000) & %)	{			3.7*													10,660 12.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			10 *													23 12.0
TV HOUSEHOLDS USING TV			33.4	34.8	35.4	35.7	35.8	36.2	36.8	36.9	39.6	42.7	45.2	47.2	49.8	51.5	53.2	54.1
(See Def. 1)			34.6	35.1	37.0	38.5	38.0	38.7	39.6	40.8	42.4	45.3	46.8	48.4	50.3	51.5	52.5	54.1

TV HOUSEHOLDS USING TV	WK. 1	33.4	34.8	35.4	35.7	35.8	36.2	36.8	36.9	39.6	42.7	45.2	47.2	49.8	51.5	53.2	54.1
(See Def. 1)	WK. 2	34.6	35.1	37.0	38.5	38.0	38.7	39.6	40.8	42.4	45.3	46.8	48.4	50.3	51.5	52.5	54.1

U.S. TV Households: 87,400,000

(1) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:22PM)

(2) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:17PM)

For explanation of symbols, See page A.

A-31 (3) CBS COLLEGE FOOTBALL GAME, FLORIDA ST. VS MIAMI, CBS, (12:03-3:39PM)

DAY SAT. NOV. 8, 1986

DAY SUN. NOV.2, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	11,010 12.6
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	3,580
	SHARE OF AUDIENCE %																	4.1
	AVG. AUD. BY ¼ HR. %																	13
E E K 2	TOTAL AUDIENCE (Households (000) & %)										6,730 7.7							2,620 3.0
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)										3,850							2,190
	SHARE OF AUDIENCE %										4.4	4.0*		4.5*		4.7*		2.5
	AVG. AUD. BY ¼ HR. %										17	17 *		17 *		16 *		8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
E E K 2	TOTAL AUDIENCE (Households (000) & %)										6,820 7.8							3,150 3.6
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)										3,670							2,800
	SHARE OF AUDIENCE %										4.2	3.9*		4.4*		4.3*		3.2
	AVG. AUD. BY ¼ HR. %										17	17 *		17 *		16 *		10
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV		WK. 1	7.4	8.8	10.7	13.4	16.2	18.2	20.1	21.7	23.6	25.3	26.5	28.0	28.8	30.1	30.4	30.5
(See Def. 1)		WK. 2	7.3	8.5	10.1	12.5	15.4	17.7	19.3	21.7	23.7	25.3	25.7	26.8	27.9	29.3	30.6	31.8

For explanation of symbols, See page A.

DAY SUN. NOV. 9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 2, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		NEW YORK CITY MARATHON (10:30-1:30PM)																3,060 3.5	THIS WK-DAVID BRINKLEY(B)		1,140 1.3	BUSINESS WORLD				
	AVERAGE AUDIENCE (Households (000) & %)																		1,750			1,050					
	SHARE OF AUDIENCE %																		2.0	2.1*		1.2					
	AVG. AUD. BY ¼ HR.		3.5	3.5*	4.0	4.2*	4.4	4.3	4.9	4.9	4.5	3.5	2.1	2.1	2.0	1.9	1.1	1.3									
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																		7,780 8.9	33,740 38.6							
	CBS TV																		CBS NFL TODAY		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)						
	AVERAGE AUDIENCE (Households (000) & %)																		5,940	17,920							
	SHARE OF AUDIENCE %																		6.8	20.5		15.5*		19.8*	20.2*		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																		5,070 5.8	14,160 16.2							
	NBC TV																		MEET THE PRESS (12:06-12:30PM)		NFL '86-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)				
	AVERAGE AUDIENCE (Households (000) & %)																		2,800	3,760		5,420					
	SHARE OF AUDIENCE %																		3.2	4.3		6.2		4.7*	5.9*	6.0*	6.6*
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																		5,420 6.2	2,270 2.6							
	ABC TV																		THIS WEEK-DAVID BRINKLEY		BUSINESS WORLD						
	AVERAGE AUDIENCE (Households (000) & %)																		3,500	1,840							
	SHARE OF AUDIENCE %																		4.0	2.1							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																		9,180 10.5	30,420 34.8							
	CBS TV																		FOR OUR TIMES (SUS)		CBS NFL TODAY		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)				
	AVERAGE AUDIENCE (Households (000) & %)																		7,250	14,680							
	SHARE OF AUDIENCE %																		8.3	16.8		13.5*		16.6*	17.4*	16.7*	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																		5,860 6.7	28,060 32.1							
	NBC TV																		MEET THE PRESS		NFL '86-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)				
	AVERAGE AUDIENCE (Households (000) & %)																		2,360	4,720		14,070					
	SHARE OF AUDIENCE %																		2.7	5.4		16.1		12.8*	15.5*	16.3*	15.9*
TV HOUSEHOLDS USING TV		WK. 1	30.7	31.3	32.9	34.2	35.1	35.3	36.4	37.4	40.4	42.4	42.9	43.4	43.7	44.0	43.3	44.1									
(See Def. 1)		WK. 2	32.1	32.2	33.2	34.3	35.4	36.8	36.7	37.7	40.6	42.2	42.5	43.0	43.8	43.8	43.5	44.4									

For explanation of symbols, See page A.

DAY SUN. NOV. 9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 2, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																7,600 8.7
	ABC TV																ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																6,380
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																7.3 13 7.4 7.2
E K 1	TOTAL AUDIENCE (Households (000) & %)																8,480 9.7
	CBS TV																CBS EVENING NEWS- SUNDAY
	AVERAGE AUDIENCE (Households (000) & %)																7,170
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																8.2 15 7.6 8.8
E K 1	TOTAL AUDIENCE (Households (000) & %)																28,670 32.8
	NBC TV																NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) (-OP)
	AVERAGE AUDIENCE (Households (000) & %)																14,330
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																16.4 32 12.6 14.9 16.6 17.4 16.7 15.8 17.1 16.6 16.2 16.6 16.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																7,690 8.8
	ABC TV																ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																6,560
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																7.5 13 7.2 7.8
E K 2	TOTAL AUDIENCE (Households (000) & %)																25,520 29.2
	CBS TV																CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) (-OP)
	AVERAGE AUDIENCE (Households (000) & %)																10,310
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																11.8 24 11.4 11.9 11.8 11.8 11.4 11.4 12.3 11.7 11.5 11.2 11.4
E K 2	TOTAL AUDIENCE (Households (000) & %)																3,670 4.2
	NBC TV																NFL FOOTBALL POST-NBC(B) (MULTI-SEGMENT TELECAST)(OP)
	AVERAGE AUDIENCE (Households (000) & %)																3,670
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																4.2 9 4.7 4.2
TV HOUSEHOLDS USING TV WK. 1		44.7	45.1	45.0	46.3	47.6	47.9	46.5	46.9	48.0	49.3	49.7	51.6	54.0	56.7	58.6	60.5
(See Def. 1) WK. 2		45.2	46.2	46.6	46.8	46.4	45.3	45.3	46.1	48.1	49.5	50.0	52.6	55.1	56.3	57.2	59.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. NOV. 9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON		8.58- 8.59PM	8.45	5,770	6.6	5,770	6.6	10	6.6		11,710	13.4	11,710	13.4	20	13.4	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.28AM	+GRID	24,120	27.6	7,690	8.8	14			34,610	39.6	18,880	21.6	35		
	2	9.00-12.02AM	+GRID														
		11.00							6.0							20.4	
		11.15					5.9*	9*	5.7					20.0*	36*	19.6	
		11.30							10.1							20.0	
		11.45					11.4*	22*	12.7					19.6*	42*	19.2	
		12.00							12.9							18.8	
		12.15					12.5*	31*	12.0								
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.56- 8.59PM	8.45														
NBC WORLD SERIES GAME #7(S)	1	8.11-11.30PM	+GRID	52,270	59.8	34,000	38.9	55									
		11.00					42.8*	66*	43.1								
		11.15							42.4								
NBC WORLD SERIES PRE GAME #7(S)	1	8.00- 8.11PM	+GRID	20,450	23.4	20,710	23.7	37									
EVENING TUESDAY																	
ABC ABC SPECIAL REPORT-7:32P(SUS)	2	7.32- 7.35PM	7.30														
ABC '86 VOTE ELEC. RPT- 8:02P(S)	2	8.02- 8.05PM	8.00								14,600	16.7	13,110	15.0	24	15.0	
ABC WHO'S THE BOSS?	2	8.00- 8.02PM	+GRID								22,110	25.3	17,390	19.9	29		
	2	8.05- 8.21PM															
	2	8.23- 8.35PM	8.30													21.1	
ABC '86 VOTE ELEC. RPT- 8:38P(S)	2	8.38- 8.39PM	8.30								15,210	17.4	15,210	17.4	29	17.4	
ABC MOONLIGHTING	2	8.35- 8.38PM	+GRID								25,000	28.6	18,270	20.9	32		
	2	8.41- 9.10PM															
	2	9.15- 9.43PM															
		9.30													19.9*	32*	19.9
ABC ABC NEWSBRIEF-TUE	2	8.57- 8.58PM	8.45								14,680	16.8	14,680	16.8	24	16.8	
ABC '86 VOTE ELEC. RPT- 9:10P(S)	2	9.10- 9.12PM	9.00								16,610	19.0	16,260	18.6	31	18.6	
ABC ABC NEWSBRIEF-TUE	1	9.58- 9.59PM	9.45	15,210	17.4	15,210	17.4	27	17.4								
CBS AMERICAN PORTRAIT	1	8.58- 8.59PM	8.45	10,230	11.7	10,230	11.7	18	11.7								
NBC DECISION '86-ELECT-8.26P(S)	2	8.26- 8.30PM	8.15								15,300	17.5	14,330	16.4	24	16.4	
NBC DECISION '86-ELECT-9.26P(S)	2	9.26- 9.30PM	9.15								11,010	12.6	10,050	11.5	17	11.5	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	12,150	13.9	12,150	13.9	22	13.9		12,670	14.5	12,670	14.5	22	14.5	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	11,270	12.9	11,270	12.9	20	12.9		11,100	12.7	11,100	12.7	19	12.7	
CBS WE THE PEOPLE	1	8.58- 8.59PM	8.45	9,790	11.2	9,790	11.2	18	11.2								
CBS WE THE PEOPLE-SUS(SUS)	2	8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	9,700	11.1	9,700	11.1	17	11.1		8,740	10.0	8,740	10.0	15	10.0	
CBS WE THE PEOPLE-SUS(SUS)	1	8.58- 8.59PM	8.45														
NBC NBC NEWS DIGEST-2-M-F	2	9.58- 9.59PM	9.45								14,330	16.4	14,330	16.4	24	16.4	

NielSEN NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.41- 8.42PM	8.30	9,090	10.4	9,090	10.4	18	10.4								
	2	8.42- 8.43PM	8.30								10,580	12.1	10,580	12.1	20	12.1	
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	5,590	6.4	5,590	6.4	10	6.4		6,030	6.9	6,030	6.9	11	6.9	
CBS WE THE PEOPLE-SUS.(SUS)		8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	4,980	5.7	4,980	5.7	10	5.7		3,500	4.0	3,500	4.0	7	4.0	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	4,720	5.4	4,720	5.4	9	5.4		5,590	6.4	5,590	6.4	11	6.4	
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	9,090	10.4	9,090	10.4	18	10.4		8,480	9.7	8,480	9.7	16	9.7	
CBS NEWSBREAK-SAT.	1	9.58- 9.59PM	9.45	9,440	10.8	9,440	10.8	19	10.8								
	2	9.54- 9.55PM	9.45								6,120	7.0	6,120	7.0	12	7.0	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	12,760	14.6	12,760	14.6	25	14.6		14,600	16.7	14,600	16.7	28	16.7	
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45								13,020	14.9	13,020	14.9	25	14.9	
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.55- 8.56PM	8.45	9,610	11.0	9,610	11.0	16	11.0								
	2	8.58- 8.59PM	8.45								10,050	11.5	10,050	11.5	17	11.5	
ABC ABC NEWSBRIEF-SUN.		9.52- 9.53PM	9.45	11,710	13.4	11,710	13.4	21	13.4		12,410	14.2	12,410	14.2	21	14.2	
ABC REPUBLICAN POLITICAL(S)	1	10.56-11.00PM	10.45	10,660	12.2	9,260	10.6	19	10.6								
CBS CBS NFL FOOTBALL GAME 2	2	4.16- 7.12PM	-GRID 7.00								25,520	29.2	10,310	11.8 15.0*	24 26*	15.1	
CBS 60 MINUTES	2	7.12- 8.12PM	-GRID 8.00								27,710	31.7	18,970	21.7 26.0*	33 39*	26.0	
CBS MURDER, SHE WROTE	2	8.12- 9.12PM	-GRID 9.00								28,750	32.9	22,020	25.2 26.0*	37 38*	26.0	
CBS SPORTSBREAK-SUN	1	8.58- 8.59PM	8.45	19,320	22.1	19,320	22.1	32	22.1								
CBS CBS SUNDAY MOVIE	2	9.12-11.12PM	-GRID 11.00								21,330	24.4	12,760	14.6 13.8*	23 26*	13.8	
CBS SPORTSBREAK-SUN	2	9.10- 9.11PM	9.00								16,870	19.3	16,870	19.3	28	19.3	
CBS NEWSBREAK-SUN.	1	9.58- 9.59PM	9.45	15,300	17.5	15,300	17.5	27	17.5								
	2	10.20-10.21PM	10.15								9,260	10.6	9,260	10.6	16	10.6	
CBS REAGAN PAID POLITICAL(S)	1	10.55-11.00PM	10.45	12,150	13.9	10,750	12.3	23	12.3								
NBC NFL FOOTBALL GAME 2-NBC	1	4.26- 7.08PM	-GRID 7.00 7.15	28,670	32.8	14,330	16.4 15.6*	32 26*	15.7 .5								
NBC OUR HOUSE	1	7.10- 8.10PM	-GRID 8.00	17,740	20.3	11,620	13.3 15.3*	20 23*	15.3								
NBC EASY STREET	1	8.10- 8.40PM	-GRID 8.30	13,280	15.2	11,450	13.1	19	13.5								
NBC VALERIE	1	8.40- 9.10PM	-GRID 9.00	15,990	18.3	12,670	14.5	21	16.8								
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45								11,100	12.7	11,100	12.7	18	12.7	
	1	9.08- 9.09PM	9.00	10,750	12.3	10,750	12.3	18	12.3								

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

WEEK 1										WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SUNDAY-CONT'D																			
NBC NBC NEWS DIGEST-2-SUN.	1	10.00-10.01PM	10.00	10,490	12.0	10,490	12.0	19	12.0										
NBC NATIONAL REPUB COMM(S)	1	11.05-11.10PM	11.00	11,620	13.3	10,230	11.7	24	11.7										
EVENING MONDAY-FRIDAY																			
ABC ABC SPECIAL REPORT-11:07P(SUS)	2	11.07-11.10PM	11.00																
ABC ABC NEWS:NIGHTLINE		>	11.30	6,820	7.8	5,420	6.2	19	6.8	TU-F	5,590	6.4	4,370	5.0	14	5.6	TUE.		
			11.45						5.7	TU-F						4.5	TU-F		
			12.00						5.0	TU-F						3.8	W-F		
ABC ABC NEWS:NIGHTLINE-TUE	2	12.00-12.45AM	12.00								5,680	6.5	3,850	4.4	18	5.0	TUE.		
			12.15											4.7*	18*	4.4	TUE.		
			12.30											3.9*	19*	3.9	TUE.		
ABC DICK CAVETT-TUE	1	12.01- 1.00AM	12.00	1,920	2.2	1,310	1.5	9	1.7	TUE.									
			12.15				1.6*	8*	1.5	TUE.									
			12.30						1.5	TUE.									
			12.45				1.4*	9*	1.4	TUE.									
ABC DICK CAVETT-WED	1	12.04- 1.03AM	12.00	1,840	2.1	1,310	1.5	8	1.9	WED.									
			12.15				1.7*	9*	1.5	WED.									
			12.30						1.4	WED.									
			12.45				1.3*	8*	1.1	WED.									
			1.00						1.0	WED.									
ABC JIMMY BRESLIN'S PEOPLE-FR																			
		12.01- 1.00AM	12.00	1,310	1.5	790	.9	4	1.3	FRI.	1,490	1.7	700	.8	3	1.3	FRI.		
			12.15				1.1*	4*	1.0	FRI.				1.1*	4*	.9	FRI.		
			12.30						.8	FRI.						.7	FRI.		
			12.45				.7*	4*	.6	FRI.				.6*	3*	.5	FRI.		
ABC JIMMY BRESLIN'S PEOPLE-TH		12.01- 1.00AM	12.00	1,050	1.2	790	.9	5	1.1	THU.	960	1.1	520	.6	3	.8	THU.		
			12.15				1.1*	5*	1.0	THU.				.7*	3*	.6	THU.		
			12.30						.8	THU.						.5	THU.		
			12.45				.7*	4*	.6	THU.				.5*	3*	.5	THU.		
ABC DICK CAVETT-WED	2	12.31- 1.30AM	12.30								960	1.1	700	.8	5	1.0	WED.		
			12.45											.9*	5*	.8	WED.		
			1.00													.7	WED.		
			1.15											.7*	5*	.8	WED.		
ABC ABC NEWS:NIGHTLINE-MON	1	12.58- 1.29AM	12.45	4,280	4.9	3,500	4.0	22	4.4	MON.									
	2	12.53- 1.23AM	12.45								4,540	5.2	3,930	4.5	23	5.2	MON.		
			1.00						4.4	MON.						4.4	MON.		
			1.15						3.5	MON.						3.9	MON.		
ABC DICK CAVETT-TUE	2	1.15- 2.14AM	1.15								1,400	1.6	870	1.0	9	1.2	TUE.		
			1.30													1.2	TUE.		
			1.45											1.0*	9*	.9	TUE.		
			2.00											.9*	9*	.9	TUE.		
CBS WE THE PEOPLE	2	8.58- 8.59PM	8.45								12,670	14.5	12,670	14.5	21	14.5	M & TH		
CBS NEWSBREAK-M-F		>	9.45	10,230	11.7	10,230	11.7	18	11.7	M-F	10,660	12.2	10,660	12.2	18	12.2	MWTHF		
CBS CAMPAIGN '86:ELECT-11.30P(S)	2	11.30-11.53PM	11.30								7,080	8.1	5,770	6.6	16	6.9	TUE.		
			11.45													6.0	TUE.		
CBS CBS LATE NIGHT I		>	11.30	5,510	6.3	3,930	4.5	16	4.8	M-F	5,680	6.5	4,020	4.6	17	4.8	MWTHF		
			11.45				4.7*	14*	4.6	M-F				4.8*	15*	4.7	MWTHF		
CONT'D																			

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U.S. TV HOUSEHOLDS: 87,400,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS LATE NIGHT I-CONT'D			12.00						4.6	M-F							4.6	MWTHF	
			12.15						4.1	M-F							4.4	MWTHF	
			12.30						3.5* 16*	M-F							4.4	MWTHF	
CBS CAMPAIGN '86:ELECT-12.00A(S)	2	12.00-12.23AM	12.00								5,770	6.6	4,540	5.2	15	5.2	TUE.		
			12.15													5.0	TUE.		
CBS CAMPAIGN '86:ELECT-12.30A(S)	2	12.30-12.53AM	12.30								5,070	5.8	4,370	5.0	17	5.0	TUE.		
			12.45													5.0	TUE.		
CBS CBS LATE NIGHT II		>	12.30	3,320	3.8	2,100	2.4	15	3.1	M-F	3,580	4.1	2,800	3.2	19	3.6	MWTHF		
			12.45						2.8	M-F						3.2	MWTHF		
			1.00						2.5	M-F						3.1	MWTHF		
			1.15						2.4	M-F						3.0* 19*	MWTHF		
			1.30						1.8	FRI.						2.8	MWTHF		
			1.45						1.7	FRI.									
			2.00						1.7	FRI.									
			2.15						1.6	FRI.									
			2.30						1.3	FRI.									
			2.45						1.3	FRI.									
		VARIOUS TIMES (SUS)																	
CBS CAMPAIGN '86:ELECT-1.00A(S)	2	1.00- 1.23AM	1.00								4,200	4.8	3,760	4.3	17	4.4	TUE.		
			1.15													4.1	TUE.		
CBS CAMPAIGN '86:ELECT-1.30A(S)	2	1.30- 1.53AM	1.30								4,020	4.6	3,410	3.9	17	4.8	TUE.		
			1.45													3.8	TUE.		
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,050	1.2	960	1.1	12	1.1	M-THSU	1,140	1.3	960	1.1	11	1.1	M-THSU		
			2.15						1.0	M-THSU						1.1	M-THSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30	1,310	1.5	1,140	1.3	18	1.4	M-THSU	1,220	1.4	1,050	1.2	14	1.2	M-THSU		
			2.45						1.3	M-THSU						1.2	M-THSU		
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,920	2.2	960	1.1	21	1.3	M-THSU	1,920	2.2	960	1.1	20	1.4	M-THSU		
			3.15						1.2	M-THSU						1.4* 21*	M-THSU		
			3.30						1.1	M-THSU						1.3	M-THSU		
			3.45						1.1	M-THSU						1.2* 21*	M-THSU		
			4.00						1.0	M-THSU						1.2	M-THSU		
			4.15						1.0	M-THSU						1.1*	M-THSU		
			4.30						1.0	M-THSU						1.1*	M-THSU		
			4.45						1.0	M-THSU						1.0*	M-THSU		
			5.00						1.0	M-THSU						1.0*	M-THSU		
			5.15						1.1	M-THSU						1.1*	M-THSU		
			5.30						1.1	M-THSU						1.1*	M-THSU		
			5.45						1.0	M-THSU						1.0*	M-THSU		
NBC NBC NEWS DIGEST-M-F	1	>	8.00	13,280	15.2	13,280	15.2	24	24.2	M-F	11,540	13.2	11,540	13.2	20	13.2	MWTHF		
	2	8.58- 8.59PM	8.45						13.0	TU-F									
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	10,310	11.8	10,310	11.8	18	11.8	TU&TH	4,370	5.0	3,670	4.2	11	4.5	TUE.		
NBC DECISION '86-ELECT-11.30P(S)	2	11.30-11.55PM	11.30													3.7	TUE.		
			11.45													7.9	MWTHF		
NBC TONIGHT SHOW		>	11.30	7,870	9.0	4,720	5.4	19	6.6	M-F	10,140	11.6	6,210	7.1	22	7.9	MWTHF		
			11.45						5.6	TU-F						7.2	MWTHF		
CONT'D																			

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				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D			12.00						5.4	M-F						7.2	MWTHF
NBC TONIGHT SHOW-CONT'D			12.15				5.1*	20*	5.2	M-F				6.8*	24*	6.3	MWTHF
			12.30						5.6	MON.							
			12.45				5.0*	22*	4.4	MON.							
			1.00						4.4	MON.							
			1.15				4.0*	23*	3.4	MON.							
NBC WORLD SERIES POST GAME(S)	1	11.30-11.55PM	11.30	30,850	35.3	23,160	26.5	50	31.5	MON.							
			11.45						19.0	MON.							
NBC DECISION '86-ELECT-12.00A(S)	2	12.00-12.25AM	12.00								4,370	5.0	3,670	4.2	15	4.4	TUE.
			12.15													4.0	TUE.
NBC DAVID LETTERMAN I		>	12.30	3,410	3.9	2,880	3.3	19	3.6	M-TH	4,110	4.7	3,500	4.0	20	4.2	M-TH
			12.45						3.2	TU-TH						3.8	M-TH
			1.15						2.9	MON.							
			1.30						3.2	MON.							
			1.45						3.1	MON.							
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	4,980	5.7	3,060	3.5	19	4.5	FRI.	6,820	7.8	3,500	4.0	20	5.5	FRI.
			12.45				4.2*	18*	3.9	FRI.				4.9*	20*	4.4	FRI.
			1.00						3.5	FRI.						3.9	FRI.
			1.15				3.4*	19*	3.2	FRI.				3.9*	20*	3.9	FRI.
			1.30						3.0	FRI.						3.5	FRI.
			1.45														
NBC DAVID LETTERMAN II		>	1.45				2.9*	19*	2.9	FRI.				3.3*	20*	3.1	FRI.
			1.00	2,800	3.2	2,270	2.6	19	2.7	M-TH	3,150	3.6	2,620	3.0	19	3.3	M-TH
			1.15						2.4	TU-TH						2.8	M-TH
			1.45						3.0	MON.							
			2.00						2.9	MON.							
			2.15						2.6	MON.							
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,310	1.5	1,220	1.4	13	1.4	M-F	1,570	1.8	1,570	1.8	16	1.8	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,450	2.8	2,360	2.7	16	2.7	M-F	2,880	3.3	2,620	3.0	19	3.0	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F	1	2.58- 2.59PM	2.45	5,940	6.8	5,940	6.8	25	6.8	M-F							
	2	>	2.45								6,210	7.1	6,210	7.1	24	7.1	M-F
ABC ABC NOTEBOOK(S)	1	4.00- 4.30PM	4.00	3,500	4.0	2,530	2.9	10	3.0	TUE.							
			4.15						2.8	TUE.							
CBS CBS EARLY MORNING NEWS		6.00- 6.30AM	6.00	1,750	2.0	1,400	1.6	18	1.4	M-F	1,660	1.9	1,310	1.5	16	1.3	M-F
			6.15						1.8	M-F						1.7	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,160	5.9	4,980	5.7	25	5.7	M-F	5,860	6.7	5,680	6.5	26	6.5	M-F
CBS NEWSBREAK-3.44		>	3.30	5,240	6.0	5,240	6.0	20	6.1	M-F	5,510	6.3	5,510	6.3	20	6.5	M-F
			3.45						5.8	M-F						6.1	M-F
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,810	5.5	4,810	5.5	18	5.5	MW	5,070	5.8	5,070	5.8	18	5.8	MW
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.							THU.
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.							TUE.
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	3,320	3.8	2,360	2.7	18	2.2	M-F	3,060	3.5	2,270	2.6	18	2.2	M-F
			6.45						3.2	M-F						3.0	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,580	4.1	3,580	4.1	15	4.1	MW	3,930	4.5	3,930	4.5	16	4.5	MW

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				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
NBC MAIN STREET 2(S)	1	4.00- 5.00PM	4.00 4.15 4.30 4.45	5,510	6.3	2,970	3.4	10	3.3	TUE.							
							3.2*	10*	3.2	TUE.							
									3.3	TUE.							
									3.7	TUE.							
DAY SATURDAY																	
ABC CFA COLLEGE FOOTBALL -PRE	1	3.00- 3.22PM	→GRID	2,270	2.6	1,840	2.1	6			2,800	3.2	2,360	2.7	8		
	2	3.00- 3.17PM	→GRID 3.15						1.9							2.6	
ABC CFA COLLEGE FOOTBALL GAME	1	3.22- 6.43PM	→GRID	17,830	20.4	5,510	6.3	16			17,480	20.0	6,210	7.1	18		
	2	3.17- 6.28PM	→GRID								17,480	20.0	6,210	7.1	18		
	2	3.17- 6.28PM	→GRID 6.15 6.30				7.8*	16*	7.8					6.7*	14*	6.2	
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45														
CBS IN THE NEWS-11.56AM	2	11.56-11.59AM	11.45								3,850	4.4	3,410	3.9	13	3.9	
CBS IN THE NEWS-11.56AM(B)	1	11.56-11.59AM	11.45	2,450	2.8	2,100	2.4	8	2.4								
CBS CBS COLLEGE FOOTBALL GAME	1	12.03- 3.39PM	→GRID 3.30	15,380	17.6	5,590	6.4	20	7.3								
							7.3*	20*	7.3								
CBS CBS COLLEGE FOOTBALL PRE	1	12.00-12.03PM	12.00	4,020	4.6	3,150	3.6	12	3.6		3,060	3.5	2,880	3.3	10	3.3	
CBS IN THE NEWS-12.26PM	2	12.26-12.29PM	12.15								5,160	5.9	4,460	5.1	15	5.1	
CBS CBS COLLEGE FOOTBALL PRE	2	2.30- 2.33PM	2.30								4,020	4.6	3,760	4.3	22	4.3	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,930	4.5	3,670	4.2	23	4.2		4,810	5.5	4,630	5.3	22	5.3	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,200	4.8	4,110	4.7	22	4.7		6,730	7.7	6,290	7.2	24	7.2	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,820	7.8	6,640	7.6	25	7.6		4,890	5.6	4,720	5.4	18	5.4	
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	4,980	5.7	4,720	5.4	18	5.4		4,810	5.5	4,630	5.3	17	5.3	
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	5,680	6.5	5,420	6.2	22	6.2								
DAY SUNDAY																	
CBS FOR OUR TIMES(SUS)	1	6.00- 6.30AM	6.00														
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.28PM	→GRID	33,740	38.6	17,920	20.5	47			30,420	34.8	14,680	16.8	38		
	2	1.00- 4.06PM	→GRID 4.15				22.5*	47*	19.0							5.2	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.13PM	→GRID	14,160	16.2	5,420	6.2	14			28,060	32.1	14,070	16.1	37		
	2	1.00- 4.24PM	→GRID								28,060	32.1	14,070	16.1	37		
	2	1.00- 4.24PM	→GRID 4.15						1.9					15.6*	34*	12.1	